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## AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior listings of claims in this application.

1. (Previously Presented) A method for obtaining an offer for a sale of a desired product or service using electronic devices, comprising:

iteratively transmitting a first signal including a first data message using a mobile transceiver device, the first data message having information relating to the desired product or service, the first signal being transmitted to product or service providers within a broadcast range of the mobile transceiver device regardless of identities of the product or service providers and abilities of the product or service providers to provide the desired product or service;

receiving the first signal having the first data message and determining whether at least one of the product or service providers has the desired product or service available for sale; and

transmitting a second signal including a second data message to the mobile transceiver device, the second data message containing an offer to sell the desired product or service.

2. (Original) The method of claim 1 wherein the information in the first data message includes a product or service identifier and a desired price of the desired product or service.

3. (Original) The method of claim 2 wherein the information in the first data message further includes a request expiration date wherein an offer to sell the desired product or service is not desired after the request expiration date.

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4. (Original) The method of claim 1 wherein the offer to sell the product or the service in the second data message includes a product or service identifier and a price of the desired product or service.

5. (Original) The method of claim 1 wherein the offer to sell the desired product or service in the second data message further includes an offer expiration date wherein the offer to sell expires after the offer expiration date.

6. (Original) The method of claim 1 wherein the mobile transceiver device comprises a cellular telephone.

7. (Previously Presented) The method of claim 1 wherein the product or service providers directly receive the first signal having the first data message at a store location.

8. (Original) The method of claim 1 wherein the transmission of the first signal occurs at predetermined time intervals.

9. (Original) The method of claim 1 wherein the mobile transceiver device comprises a cellular telephone including a display screen, the method further including:

receiving the second signal by the cellular telephone; and

displaying the second data message from the second signal on the display screen.

10. – 19. (Canceled)

20. (Previously Presented) A storage medium encoded with machine-readable computer program code for obtaining an offer for a sale of a desired product or service, the storage medium including instructions for causing at least one device operatively associated with a system to implement a method comprising:

iteratively transmitting a first signal including a first data message using a mobile transceiver device, the first data message having information relating to the desired product or service, the first signal being transmitted to product or service providers within a broadcast range of the mobile transceiver device regardless of identities of the product or service providers and abilities of the product or service providers to provide the desired product or service;

receiving the first signal having the first data message and determining whether at least one of the product or service providers has the desired product or service available for sale; and

transmitting a second signal including a second data message to the mobile transceiver device, the second data message containing an offer to sell the desired product or service.

21. (Currently Amended) The method of claim 1 wherein iteratively transmitting the first signal includes iteratively transmitting the first signal through multiple communication protocols to transmit the first signal in each protocol.

22. (Previously Presented) The method of claim 1 wherein the second message containing the offer to sell the desired product or service includes a predetermined number of data messages having offers for sale with the lowest prices.

23. (New) The method of Claim 1 further comprising determining a first communication protocol to iteratively transmit the first signal.

24. (New) The method of Claim 23 further comprising determining a second communication protocol to transmit the second signal.

24. (New) The method of Claim 1 further comprising cycling through multiple communication protocols to iteratively transmit the first signal.

25. (New) The method of Claim 24 further comprising cycling through multiple communication protocols to transmit the second signal.

26. (New) The method as claimed in Claim 1 further comprising transmitting a third signal including a third data message to the mobile transceiver device, the third data message containing an additional offer to sell the desired product or service.

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27. (New) The method of claim 1 wherein the mobile transceiver device comprises a cellular telephone including a display screen and keypad, the method further including:

receiving the second and third signal by the cellular telephone; and

displaying the second and third data messages from the second signal and third signal, respectively, on the display screen in response to a generation of a signal indicative of a key selection from the keypad to view the second and third data messages.

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